

J. W. C. I. Band at 9; organ at 11, 11:55 and 4:50

WANAMAKER'S

Store Opens at 9

WANAMAKER'S

Store Closes at 5

WANAMAKER'S

WEATHER  
Fair

# Had the Wanamaker Store Not Fired a Regular Broad-side at High Prices, How Long Would the People Have Had to Wait for Lower Ones?

We Are Still Keeping the Faith in This Earnest Endeavor as stated the first Monday of May, when

Ten Millions of Dollars' Worth at Usual Selling Values

of our best and freshest merchandise in store in Philadelphia, and also ten millions in New York City—ten millions of dollars of best, freshest merchandise—was offered to the public at

One-Fifth Less Than Usual Current Prices

solely for the one purpose of starting a general movement to get down to a lower level of prices all over the United States.

If the merchants, manufacturers and speculators in raw materials, who have made more or less money during the war, will get together, they can find a way to reduce expenses, agree upon smaller profits, cut off extravagant advertising and other unnecessary methods common when we all speeded up on broad-gauge tracks during the war.

Retail merchants can do with smaller profits

If They Try Hard to Do So

and the people will surely appreciate it.

The fact is, they have a right to expect that, instead of any further advances from now on, makers and dealers, by joining together, can each shave something off the old prices.

The universal expectation of the people can be met.

In the last seventeen days, three weeks since our first announcement, we have been able to

bring into the Philadelphia and New York stores almost Five Millions of dollars of our superior grades of merchandise, to be exact—

Into Philadel-  
phia ..... \$2,480,841 at cost prices  
Into New York 2,398,324 at cost prices  
Total ..... \$4,879,165

We have all the invoices, though some of the goods are yet on the rails and on trucks coming as fast as they can.

Of course, these entirely new goods go into our shelves and upon our tables the day they arrive, and some of them are sold off the first day and every day, as the people are still coming in throngs.

Probably one-third of our entire stocks in each store not here when we began this movement.

Each day takes off large quantities. It must be remembered, too, we are daily purchasing goods at lower prices, under our urgency to manufacturers.

The one-fifth concession to our customers continues the same, giving an additional advantage because of the lower cost we got by recent purchase.

[Signed]

*John Wanamaker*

May 22, 1920.

## Many Beautiful Spring Coats Are Coming in Bolivia Cloth

The light-weight, fine, all-wool Bolivia cloth is such a good choice for a handsome in-between seasons coat.

There have arrived a number of lovely styles in these coats recently—for example, one has stitched triangular lapels and pockets, another model has inverted pleats, side panels and the collar and cuffs are pinch tucked. Still another has one of those graceful double throw ties.

These coats are all in the fashionable shades, ranging from tan, deer, taupe, eggplant, through the various blues and black. The linings are of the finest figured silks.

Two prices—\$200 and \$225, but deducting the 20 per cent this leaves only \$160 and \$170.

(First Floor, Central)

## Sparkling Combs for the Coiffure in Attractive, New Designs

The crystal combs with their gleaming designs outlined in imitation sapphires, emeralds, topazes or rhinestones are among the newest ideas for coiffure adornment, and they are certainly most attractive. Sometimes jet is used, too, and the designs are always good.

There are many shapes and many patterns, and the combs go all the way from one at \$3.25, on up to the handsomest one at \$68. Some are in crystal, some of imitation shell or amber.

Small pins for the coiffure are \$1.25 to \$6.50.

Barrettes are \$2 to \$5.

(Jewelry Store, Chestnut and Thirteenth)

## Pink Lingerie From Paris

Pink nylon and pink crepe de chine garments, exquisitely hand hemstitched and with hand embroidery.

Nightgowns, \$35.

Chemises, \$18.50.

Drawers, \$18.50.

And 20 per cent more will be taken off.

In the French Room.

(Third Floor, Chestnut)

## Women's Kimonos

Cotton crepe kimonos—some in Empire style and shirred at the waist; and some with fancy kimono sleeves and necks square in the back. The first come in light and dark blues, rose and pink and cost \$3.50; the second in blue and rose and cost \$5.50.

20 per cent will be taken off.

(Third Floor, Central)

## Women's Slippers With Low French Heels

In dull black Russia leather and patent leather they are \$12.50; in tan Russia they are \$13. All of them have turned soles, long vamps and low French heels, and 20 per cent will be taken off their price in every case.

Find them in the Exclusive Little Boot Shop.

(First Floor, Market)

## New Letitia Corsets

Two new girdle-top models are in—one of pink striped material made with a long skirt, and one of plain pink coutil somewhat shorter. Prices are \$8 and \$7 respectively, and 20 per cent will be taken off at the time of sale.

(Third Floor, Chestnut)

## Philippine Nightgowns

Dainty nainsook affairs with square and round necks, and a good deal of delicate hand embroidery. Prices are \$3.85 and \$4.50.

20 per cent less, please remember.

(Third Floor, Central)

## Dainty Handkerchiefs for Commencement Gifts

may be selected now, and there will be plenty of time to have initials or monograms embroidered before graduation day.

One corner hand embroidered handkerchiefs are favorite gifts, and of these we have a wonderful collection. There are scores of designs, the work is beautifully done, and the handkerchiefs are all of fine Irish linen. \$1.75 and \$2 apiece.

Sheer Irish linen handkerchiefs with tiny hems, edged with Armenian lace, are \$1.50, \$2 and \$3 apiece.

White linen handkerchiefs in applique effect are \$1.25 each.

French tape border handkerchiefs, fine and dainty, are \$1, \$1.25 and \$1.50 each.

The 20 per cent discount applies to these, too.

(Main Floor, Central)

## 5000 Pair Scrim Curtains Arrive at Last Fall's Prices

And, then, in addition, there is the 20 per cent discount off the cost of each pair.

The economy is so great that most people, we think, will want enough of these curtains for the entire house. It is very doubtful after they are gone when there will be another opportunity like this.

Mostly white, a few in ecru and with plain, hemstitched and lace edges. The qualities are all very good. \$2.55 to \$8 a pair.

(Fifth Floor, Market)

## 160 Lovely Summer Frocks for Young Women—\$28.50 Each

The savings go all the way from \$7 to \$31.50—so that will give you some idea of what charming dresses they are.

About a dozen different styles, each delightfully wearable and becoming, make the collection particularly interesting. They are all fresh and new, and come from a maker with just this number on his shelves and anxious to clear out the whole group.

There are white and dark colored organdies embroidered with colorful dots and trimmed with real Irish lace; there are cool and lovely imported white crepes with embroidered dots in jade green, American Beauty and maize; there are delicate and cool tissue gingham, with white collars and frills in effective relief against their pretty colorings.

They are bewitchingly new and summer-like, the colorings are beautiful, and the styles youthful and becoming.

14 to 20 year sizes—and if you wear these sizes you'll surely want one or two or three!

Yes, the 20 per cent discount is to be deducted, too.

(Second Floor, Chestnut)

## Women's Lovely Gowns of Lace—Prices \$125 to \$325

Point d'esprit, shadow laces, eyelet-worked nets, heavy filets and cut-work, black shadow laces, heavy white appliques—almost every sort of present-day lace you can think of—enters into these delightful gowns. Sometimes many laces are combined; sometimes white laces are draped over black charmeuse; usually they are relieved by a bright-hued girdle. Some of the laces are dyed—even such vivid colors as cherry.

Prices are \$125 to \$325, and the deduction of 20 per cent applies to every one.

(First Floor, Central)

## Pink Voile Waists—Hand Embroidered

One style out of the three is made as well as embroidered in the Philippines; it is embroidered both front and back and sells at \$8.75. The other two were embroidered in those tropical islands and made up here. One is a slip-on style with short sleeves; the other also has short sleeves, and these are priced at \$8.50 and \$8.75.

And the 20 per cent deduction makes them still less.

(Third Floor, Central)

## New English Gingham in Soft Plaids

Such delicacy of coloring is not so often seen in plaid gingham and they will please a fastidious taste in another way—in their fineness and lightness.

Unlike the usual gingham, which run about 31 and 32 inches in width, these are 38 inches wide, and so cut very economically. Five yards is ample for the average dress.

The price is 90c a yard, 72c when the discount is deducted.

(First Floor, Chestnut)

## A Good Time to Get a New Silk Handbag

While you can save a fifth on any one of a collection of bags that are unusual value at their original prices.

All new styles, of good quality silk in navy, brown and black, some with ruffles.

Covered and shell-finish frames and heavy ornate metal frames that are copies of silver.

Prices \$6.75 to \$12.

(Main Floor, Chestnut)

## Furs Safe in the Cool, Wanamaker Vault

are beyond the reach of the hungry moths and out of danger from fire or theft. And usually they come back to their owners in the Autumn looking better than ever, for their stay in the cool air seems to have a most beneficial effect.

Not only furs, but rugs, men's overcoats and other clothes, are all accepted, of course.

If you send us a postal, or telephone us, we will be glad to send for your things.

(Third Floor, Central)

## Good Soaps to Make Your Bath More Refreshing

Queen Mary Bath soap, 12½c a cake, \$1.50 a dozen, is a good soap which gives a creamy lather and comes in violet, rose, verberna or cold cream scent.

Vegetable oil soap, liked by many folk, is 15c a cake and \$1.80 a dozen.

Peroxiide bath soap, 18c a cake and \$2.25 a dozen.

And they are most reasonable indeed when you remember that 20 per cent more comes off these prices!

(Main Floor, Chestnut)

## The Bathing Accessories Are Ready

and a little section devoted to bathing caps, shoes and other needfuls has been opened on the Main Floor, Central. There a woman will find the newest bathing suit accessories, in good assortment and at moderate prices.

(Main Floor, Central)

## Arrival of Beautiful Ghorevan Rugs

Carpet sizes, approximately 9x12 to 11x17 feet. In mahogany, red, ecru, blue and green shades. Fine pieces of true Persian caste, priced on a moderate basis at \$750 to \$1675, subject to the 20 per cent deduction.

Among the very attractive smaller size pieces are Shirvans and Daghestans in sizes 3.6x4.6 to 4x6.6 ft., at \$50, \$75 and \$155, minus 20 per cent. Rich and striking in their variety of color effects.

Beluchistans in dark glowing red and blue tones, 3x5 to 3x6 feet from \$55 to \$75, and subject to the 20 per cent deduction.

(Seventh Floor, Central)

## Excellent New Napkins and Pillow Covers

Very attractive new lots of goods have lately been opened in the Linen Store, the newest comprising a group of heavy, full-bleached Irish napkins of pure linen, all neatly hemmed and in a choice of six pretty floral patterns. They are in size 21½x21½, reasonably marked \$9.75 a dozen and subject to the deduction of 20 per cent.

Also a dainty group of Madeira baby pillow covers of pure linen, an importer's clearance, all neatly hemmed, scalloped and hand embroidered in a variety of attractive patterns. Very dainty goods, and most suitable for gifts. The price marked on them, \$5 each, is exceptionally moderate, and then there is the deduction of 20 per cent "to boot."

(First Floor, Chestnut)

## If You Would Make the Summer Table Attractive

Try the effect of a few pieces of sparkling glassware, decorated with silver deposit. It has such a cool, dainty look and it makes the Summer foods look particularly appetizing.

There are water or ice tea pitchers, cheese and cracker platters, cheese plates alone, lemon dishes, syrup jugs, hors d'oeuvre dishes, sugar and cream sets and other pieces such as vases, candy jars and boudoir sets.

One may pay as little as \$3 for a lemon dish or as much as \$33 for a cheese and cracker platter. With the 20 per cent discount taken off, the prices are very little indeed.

(Jewelry Store, Chestnut and Thirteenth)

## Men's Umbrellas, Price \$6

Umbrellas covered with durable union taffeta having a silk selvage. They are all black, with 8-rib paragon frames, and have very short hook handles. Price \$6—minus 20 per cent.

(Main Floor, Market)

## Such an Opportunity in Furniture

Anything and everything in the Wanamaker furniture stocks at a reduction of 20 per cent from the regular legitimate price—that is probably the most extraordinary furniture offering ever known in this country. The value of all offers of the kind depends upon the goods covered by them.

The furniture back of this offer makes it unique, a fact which the people have been quick to realize. They realize that the opportunity to choose anything in the Wanamaker furniture stock at a saving of 20 per cent from the regular Wanamaker prices is something unparalleled, and realizing it they are taking full advantage of it while it lasts.

You can easily picture to yourself what it means to have all the marvelous varieties of the Wanamaker furniture stocks unreservedly thrown open for selection at a deduction of 20 per cent from the fair price of every set and piece!

Whether you have a Summer cottage, a mansion, a single room of any kind, or even a single nook or corner to furnish, the occasion is unprecedented in its possibilities of helpfulness. And the time to profit by it is while it lasts—please bear that in mind.

(Fifth and Sixth Floors)